



GREEN ECONOMY CONCEPT AND ECOLOGICAL RESPONSIBILITY IN BUSINESS ACTIVITIES

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ABSTRACT

This article covers the content, principles and role of the green economy concept in the national economy. It also analyzes the environmental responsibility of enterprises, the formation of environmental management systems, strategies for reducing environmental risks and mechanisms for increasing environmental efficiency. Practical recommendations have been developed for enterprises to use innovative solutions, adhere to the principles of sustainable development and minimize environmental impact in the process of transition to a green economy.

INTRODUCTION

In today's global economic system, sustainable development, environmental safety and rational use of resources are among the most pressing issues. Population growth, expansion of production, global warming and severe environmental pollution require abandoning traditional models of economic development. From this point of view, the concept of a green economy has become one of the strategic directions widely used by states, business entities and international organizations.

A green economy is a model that aims to minimize environmental damage, use resources efficiently, and increase social well-being while maintaining economic growth. This model also directly affects the activities of enterprises, requiring them to increase their environmental responsibility, modernize production processes, and adapt to international environmental standards.

This article broadly covers the theoretical foundations of the green economy, the essence of strengthening environmental responsibility in enterprises, their impact on economic efficiency, and practical mechanisms.

Theoretical foundations of the green economy concept

1. The concept and content of the green economy

A green economy in a broad sense is a management system aimed at ensuring economic growth without harming the environment. This model includes the following aspects:

- energy efficiency of production;
- use of renewable resources;
- waste minimization and recycling;
- introduction of ecological innovations;
- use of "clean technologies".

The United Nations Environment Programme (UNEP) defines a green economy as "a low-carbon, resource-efficient and socially inclusive economy".

2. Basic principles of a green economy

The green economy is based on the following principles:

- Sustainable development - the combination of economic growth, environmental protection and social benefits.
- Resource efficiency - the economical use of energy, water, raw materials and other resources.
- Pollution reduction - the introduction of environmentally friendly technologies.
- Raising the environmental awareness of the population - the formation of an ecological culture.
- Corporate responsibility - the assumption of environmental and social responsibility by enterprises.

3. The role of the green economy in the national economy

Many countries have developed programs for the transition to a green economy, which:

- reduce carbon footprints;
- develop innovative technologies;
- create new jobs;
- increase export competitiveness.

In Uzbekistan, the "green energy" strategy for 2030, state programs for reforming the waste management system and widespread introduction of environmentally friendly transport are also being actively implemented.

The content and importance of environmental responsibility in the activities of enterprises

1. The concept of environmental responsibility

Environmental responsibility of enterprises is the obligation of business entities to reduce the negative impact on the environment in their activities, ensure environmental safety and adhere to the principles of sustainable development. Environmental responsibility includes:

- environmental risk management;
- conducting an environmental audit;
- waste reduction and recycling;
- introduction of green technologies;
- efficient use of natural resources.

2. The need for environmental responsibility for enterprises

The increase in environmental responsibility is associated with the following factors:

- global environmental crisis;
- increased consumer demand for environmentally friendly products;
- increased environmental standards in international markets;
- the need to improve corporate reputation and competitiveness.

Today, for many enterprises, environmental responsibility is becoming not a choice, but a necessity with economic benefits.

3. Environmental management systems

Enterprises use the following management systems to increase their environmental responsibility:

- ISO 14001 - Environmental Management System
- EMAS - European Eco-Management and Audit System
- ESG (Environmental, Social, Governance) reports
- Sustainable development reports

These systems allow the enterprise to assess its environmental impact, monitor environmental indicators and provide open information to external stakeholders.

Ways to strengthen environmental responsibility in enterprises

1. Ecological innovations and clean technologies

In the process of transition to a green economy, enterprises are introducing the following innovative solutions:

- energy-saving equipment;
- renewable energy sources (solar panels, wind generators);
- waste processing technologies;
- water treatment facilities;
- use of environmentally friendly chemicals.

Innovative technologies, while ensuring environmental safety, reduce the costs of the enterprise and increase economic efficiency in the long term.

2. Ecological audit and environmental monitoring

An important condition for increasing environmental responsibility at an enterprise is the implementation of an environmental audit. The audit process:

- assesses the impact on the environment;
- identifies environmental risks;
- measures the efficiency of natural resource use;
- checks compliance with environmental legislation.

Environmental monitoring allows enterprises to monitor environmental indicators in real time.

3. Waste management system

Waste management consists of the following stages:

- waste reduction;
- sorting;
- recycling;
- use as secondary raw materials;
- utilization and disposal.

Effective waste management provides not only environmental but also economic benefits.

4. Economical use of resources

Resource efficiency creates the following advantages for enterprises:

- reduced energy costs;
- reduced water consumption;
- significant reduction in raw material consumption;
- reduced product cost;
- enable the enterprise to obtain an environmental certificate.

These principles constitute the main directions of "green management".

5. Development of corporate environmental culture

Environmental culture includes:

- increasing the environmental literacy of employees;
- conducting training on environmental safety;
- developing an environmental policy within the enterprise;
- developing environmental cooperation with the public.

The impact of environmental responsibility on economic efficiency

Strengthening environmental responsibility at the enterprise provides a number of economic advantages:

1. Product competitiveness increases - due to the growing demand for environmentally friendly products.
2. Efficient use of energy and resources reduces costs.
3. Expands access to international markets.
4. Reduced costs associated with fines and environmental damage.

5. Increased corporate reputation.

Thus, environmental responsibility is not only an environmental benefit, but also an important factor in achieving economic stability.

CONCLUSION

The concept of a green economy is one of the main strategic directions in today's global economic processes, serving to combine economic growth and environmental safety. Increasing environmental responsibility in the activities of enterprises not only reduces environmental risks, but also brings significant economic, social and image benefits to the enterprise.

As shown in the article, the introduction of environmental management systems, the use of innovative technologies, waste management, environmental audits and the efficient use of resources are the most effective ways to ensure the sustainability of the enterprise.

Enterprises that follow the principles of a green economy will have a competitive, sustainable and environmentally friendly business model in the future.

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